

Message Text

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PAGE 01 STOCKH 02520 241054Z

72

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 054102

R 231430Z MAY 75

FM AMEMBASSY STOCKHOLM

TO AMEMBASSY PARIS

INFO SECSTATE WASHDC 4749

USDOC WASHDC

UNCLAS STOCKHOLM 2520

PARIS FOR WARNES; USDOC FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, EAIR, SW

SUBJECT: COMMERCIAL PROGRAM: AGENT INTEREST US PAVILION PARIS AIR
SHOW

REF: 1) STOCKHOLM 1592; 2) STOCKHOLM 2369

1. IN PROGRAM ON US PAVILION PAS ARRANGED BY COMMERCIAL
SECTION AT TRADE CENTER MAY 22, ADDITIONAL SIGNIFICANT INTEREST
IN AGENCY AND PRODUCTS EXPRESSED BY SWEDISH BUSINESS AND
INDUSTRY AS WELL AS IAIA TRAVEL AGENCIES.

2. FOLLOWING FIRMS WILL ATTEND: AGENCY INTERESTS IDENTIFIED
BY NUMBERS CORRESPONDING FOR US FIRMS YOUR REP/FIND BOOKLET
RECEIVED IN RESPONSE OURTELS.

A. SALEN & WICANDER TEKNIKIMPORT AB

S-172 93 SUNDBYBERG 3, SWEDEN

TEL: (08) 98 06 80

REPRESENTED BY CHAIRMAN GORAN AXELL AND PRESIDENT GORAN BERG.

8,5343 5 : (2); (6); (7); (9); (10); TOWED TARGETS;

(13) AIRPORT SUPPORT EQUIPMENT. IN PARIS JUNE 3-9;

ETA US PAVILION JUNE 4 AND 4. COPY OUR WTDR

06/75 IS CURRENT AND FORWARDED YOUR OFFICE TODAY;

REPS WARRENT VIP TREATMENT.

B. WIRO AB

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BOX 23100

S-104 35 STOCKHOLM

TEL: (08) 23 32 00

INTERESTS : (16) PARTS AND SERVICE; (60);

(50) GROUND SUPPORT.

FIRM PRIMARILY IN INDUSTRIAL HYDRAULICS; SEEKS ALSO HYDRAULICS/SUPPORT EQUIPMENT/PARTS; NOW HAS AGENCY FOR STROFLEX FOR ALL NORDIC COUNTRIES INCLUDING GREENLAND AND ICELAND. COPY OUR WTDR 12/72 IS CURRENT AND FORWARDED YOUR OFFICE TODAY. REPRESENTED BY EITHER ARNE ERIKSSON, DIRECTOR MARKETING OR SOLVE FASTH, ENGINEER. REPS WARRAND VIP TREATMENT. ETA WEEK JUNE 2.

C. SCANDAVIA, SCANDINAVIAN AIRCRAFT CORP. AB

BOX 7233

S-103 84 STOCKHOLM 7

TEL: (08) 36 06 33

REPRESENTED BY: FOLKE M. ISAKSSON, CIVIL ENGINEER.

INTERESTS: (1); (2); (3); (5); (10); (13);. FYI

ISAKSSON ALSO VTO PILOT AND SWEDISH EXPERT THIS FIELD; CONSULTANT TO SWEDISH MINISTRY DEFENSE AND LECTURER AT STOCKHOLM'S TEKNISKA HOGSKOLA (TECHNICAL UNIVERSITY). ETA: JUNE 2ND. OUR LOCAL CREDIT SOURCES INDICATE FIRM WELL MANAGED AND GOOD FOR ITS COMMITMENTS. RELATIVELY NEW ORGANIZATION AND HAS SPUN-OFF BY AGLOMORATION OF ENGINEERS: TECHNICIANS MOST OF WHOM WERE FORMELY WITH SAAB-SCANIA (WHICH FIRM AS YOU KNOW, BUILDER OF SWEDISH VIGGEN). IN FRANK DISCUSSION HERE AT TRADE CENTER ISAKSSON SUGGESTED HIS ORGANIZATION CAN DO A JOB FOR US FIRMS SEEKING REPS WHO WILL NOT "PUT THEIR EQUIPMENT ON SHELF" AND, MOREOVER, WHO ARE WELL QUALIFIED (TECHNICAL/ENGINEERING-WISE) TO INTRODUCE NEW-TO-MARKET US FIRMS. WARRANTS VIP TREATMENT.

D. BUSINESS JET SWEDEN AB

BROMMA AIRPORT

FAKK

S-161 10 BROMMA 10

TEL: (08) 98 06 55

REPRESENTED BY THORE STEVENS, PRESIDENT; ANDRE PETERSSON, GENERAL MANAGER; BENNY MICHELSEN, SERVICE MANAGER; EVERT J. RAADSEN.

ETA: WEEK JUNE 2ND. FIRM REPRESENTS CESSNA AND LEAR JET
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FOR ALL OF SCANDINAVIA AND WAS LAST AN EXHIBITOR (WITH CESSNA A/C IN STC) AT OUR FEBRUARY 1975 LEISURE TIME SHOW. OFFICERS WILL VISIT US PAVILION AND WILL BRING APPROX TWENTY OF THEIR PRIME CUSTOMERS. WARRANT VIP TREATMENT.

3. MAJOR SWEDISH IATA APPROVED TRAVEL AGENCIES OF NYMAN & SCHULTZ (WHOLLY-OWNED BY SAS) AND RESO - SPECIAL TOURS ALSO HAVE ORGANIZED TOURS OF UP TO FIFTY PERSONS TO PAS AND HAVE

BEEN FURNISHED DATA ON US PAVILION. WE WILL INFORM
YOU OF DETAILS AS AVAILABLE.

4. GOOD LUCK AND GOOD SALES.
STRUASZ-HUPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH02520
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750183-0849
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750521/aaaaasxt.tel
Line Count: 120
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STOCKHOLM 1592, 75 STOCKHOLM 2369
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 29 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 JUL 2003 by maginmm>; APPROVED <27 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: AGENT INTEREST US PAVILION PARIS AIR SHOW
TAGS: BEXP, SW
To: PARIS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006